

ABSTRACT OF THE DISCLOSURE

When a digital copying machine is switched on, a main CPU confirms whether the current timing is a timing at which an advertisement can be displayed on a display section. If operational inputs are being performed from the display section in the digital copying machine, the advertisement cannot be displayed and thus a normal image forming operation is controlled. If operational inputs are not being performed from the display section and the current timing is the timing at which the advertisement can be displayed, it is conformed whether an HDD stores a registered image as an advertisement image. If there is at least one registered image in the HDD, the at least one registered image is displayed on the display section at predetermined time intervals at the timing of the advertisement display in accordance with the priority level. The registered image in the HDD, whose remaining designated display time has reduced to zero, is deleted.